

Public Report  
Improving Places Select Commission Meeting

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**Summary Sheet**

**Council Report**

Improving Places Select Commission – 26 July 2018

**Title**

**Rotherham's Cultural Strategy – update on progress**

**Is this a Key Decision and has it been included on the Forward Plan?**

No

**Strategic Director Approving Submission of the Report**

Damien Wilson, Strategic Director of Regeneration and Environment

**Report Author(s)** Polly Hamilton, Assistant Director, Culture, Sport and Tourism  
Elenore Fisher, Cultural Services Manager

**Ward(s) Affected**

All

**Summary**

The purpose of the report is to provide an update on progress towards developing a Cultural Strategy for Rotherham.

**Recommendations**

Members are asked to note and comment on the progress to date, including any priority areas for further investigation.

**List of Appendices Included**

None

**Background Papers**

Report to Improving Places Select Commission July 2017: Process for the development of a Cultural Strategy

**Consideration by any other Council Committee, Scrutiny or Advisory Panel**

None

**Council Approval Required**

No

**Exempt from the Press and Public**

No

## **Title: Rotherham's Cultural Strategy – update on progress**

### **1. Recommendations**

Members are asked to note and comment on the progress to date, including any priority areas for further investigation.

### **2. Background**

2.1 In July 2017 the Improving Places Select Commission and the Business Growth Board endorsed a report on the process for the development of the Cultural Strategy. This is the main overarching document which sets the direction for culture, sport and tourism across the Borough.

2.2 The purpose of the Strategy is to:

- Shape Rotherham's vision for culture, leisure and green spaces
- Strengthen the distinctive identity of the borough
- Grow engagement and participation in culture, sport and green spaces, enabling and encouraging more people to get active, get creative and get outdoors
- Develop shared principles with which to embed quality, excellence and innovation
- Build consensus about priorities for development and investment
- Make best use of existing resources and secure new investment
- Optimise the impact of culture, sport and green spaces and cross-cutting themes and priorities, such as health and wellbeing, place making and child-centred borough.

### **3. Progress to date**

3.1 In-house resource has been established to support the development of the Strategy and external support has been received from Arts Council England and IVE – the 'bridge' organisation supporting partnerships between culture and education.

3.2 Spatial priorities have been identified:  
North: the "Great Place" – Wentworth, Elsecar and the Dearne Valley  
South: Rother Valley Country Park, Gulliver's and the surrounding canal network  
Central: Rotherham town

3.3 Resources have been put in place to support the creation of a Destination Management Plan, via the Great Place project

3.4 Desk base research is underway to ensure that effective strategic and policy links are made, notably with the Rotherham Plan and its underpinning strategies and action plans.

- 3.5 A review of existing consultation has taken place, including the Views of Rotherham Survey and specific consultation with young people, including the 2017 Lifestyle Survey, Youth Cabinet manifesto, Different but Equal Board and the Young Inspectors
- 3.6 Approval has been given to develop a “game-changing” project inspired and led by children and young people which sets out a positive, vibrant vision for where they live and demonstrates their determination and willingness to influence its future.
- 3.7 The Embassy for Reimagining Rotherham is a Local Cultural Education Partnership which is working with children and young people to ensure that their voices drive the programme. This is being led by Grimm and Co, who are working with the Different but Equal Board and the Youth Cabinet. It is anticipated the project will launch in the Autumn.
- 3.8 A number of Council and partner officers have attended “Quality Principles” training delivered by IVE (this is a regional organisation which supports partnerships between the cultural and education sectors). The aim of the quality principles is to raise the standard of work being produced by, with and for children and young people.
- 3.9 The Cultural Partnership Board has been established and has met four times since March 2018. This is chaired by the Cabinet Member for Cleaner, Greener Communities and includes representation from external partners and stakeholders. This new thematic board will lead the Strategy and strengthen linkages with the Rotherham Together Partnership and related boards. This partnership has an advocacy role both within the Borough and at a regional and national level. Discussions are ongoing regarding the most appropriate reporting mechanism within the Rotherham Together Partnership. The most recent meeting of the Board (June 13<sup>th</sup>) took the form of a World Café and was designed to capture, through a collaborative, workshop-based process, the vision, principles, headlines and game-changing projects which together would form a first draft of the Cultural Strategy.
- 3.10 Within Rotherham Council, an Officer Working Group has been formed to:
- Develop and co-ordinate the Council’s contribution to the Cultural Strategy, oversee its implementation and monitor its effectiveness
  - Ensure that the Strategy enables the inclusion of all sectors of the community including families, older people and people with protected characteristics
  - Ensure that there are embedded links between the Cultural Strategy and other relevant Council strategies
  - Identify and agree key performance measure which will demonstrate impact
  - Act as advocates for the Cultural Strategy within their respective Service, influencing policy and practice as appropriate

- 3.11 The Council is also working with Yorkshire Sport and a range of local partners to establish a new District Activity Partnership – with the aim of influencing the future direction of physical activity and sport
- 3.12 Colleagues from across the Council and the voluntary sector have attended a recent conference to learn from Hull’s experience of becoming and being the UK City of Culture 2017. A visit has also taken place to learn from Coventry, which will be the City of Culture 2021, specifically with regards to evidencing the impact of participating in culture, sport and green spaces.
- 3.13 The work done to date has already begun to demonstrate benefits in terms of:
- Providing clarity of direction and purpose within and across Culture, Sport and Tourism
  - Raising the profile of Rotherham with funders and with national bodies
  - Identifying strengths and development opportunities within the local sector
  - Building internal and external partnerships
  - Setting out the contribution the sector makes to other strategies within the Rotherham Together Partnership
  - Identifying opportunities to make better use of existing resources and access to funding
  - Providing a framework for changes to the way Council services are managed and delivered
  - Developing skills across the cultural sector, particularly in the co-creation and delivery of services

#### **4. Next steps**

4.1 The following actions are programmed for the future:

- Developing a first draft of the strategy, based on consultation to date – July 2018
- Delivery of specialist training to support the development of appropriate evaluation mechanisms – July 2018
- Commissioning additional support, in partnership with the Embassy for Reimagining Rotherham, to embed the “game-changing” project within the Strategy and ensure it is delivered effectively – July 2018
- Additional consultation with Building Stronger Communities Board, Voluntary and Community Sector, Business Growth Board, Rotherham Pioneers, Ambition Rotherham – July - August 2018
- Launch of Cultural Charter and draft Strategy at Rotherham Show – September 2018
- Approval of Strategy by Rotherham Together Partnership –

October 2018

## **5. Consultation**

- 5.1 A significant amount of consultation has taken place which continues to inform the development of the Strategy. Further consultation is planned over the coming months, notably at Rotherham Show in September.
- 5.2 A Communications Group has been established to co-ordinate information and promotion of the Strategy and game-changing projects.

## **6. Timetable and Accountability for Implementing this Decision**

It is anticipated that the draft Strategy will be launched at Rotherham Show, with approval of the Strategy by Rotherham Together Partnership in October 2018.

## **7. Financial and Procurement Implications**

- 7.1 The development of the strategy is being funded through existing resources and with the support of grants from Arts Council England and IVE (a regional organisation which supports partnership working between the cultural and education sectors).
- 7.2 The development of the Strategy is intended to strengthen Rotherham's position as "investment ready" and to develop a joined-up approach to securing external support and funding. The strategy will make Rotherham more attractive to external funders which will both reduce the pressure on public sector resources and encourage the sustainability and growth of the cultural, leisure and tourism sectors.

## **8. Legal Implications**

There are no legal implications at this stage in relation to the development of the Strategy.

## **9. Human Resources Implications**

There are no direct human resource implications arising from this report.

## **10. Implications for Children and Young People and Vulnerable Adults**

The Cultural Partnership Board is keen to ensure that all sectors of the community, including specifically children and young people, are involved in the development of the Strategy. The development of the Strategy will support improvements to services and activities for children, young people and vulnerable adults.

## **11. Equalities and Human Rights Implications**

There is a growing body of evidence of the contribution culture, sport, leisure and green spaces can make to positive outcomes for people and communities; in terms of health and wellbeing, community cohesion, civic engagement and educational achievement.

The Cultural Partnership Board is keen to ensure that it is representative of all Rotherham's communities and that the development of the Strategy enables the inclusion of all sectors of the community including families, older people and people with protected characteristics.

## **12. Implications for Partners and Other Directorates**

12.1 The development of the Strategy will contribute to the delivery of Rotherham Plan and a range of other borough plans and initiatives, including:

- Rotherham Economic Growth Plan and the town centre masterplan
- The Health and Wellbeing Strategy
- The Safer Rotherham Partnership Plan
- Children and Young People's Plan

12.2 There are no direct implications for partners or other Directorates arising from this report. The Officer Working Group will continue to ensure that there are embedded links between the Cultural Strategy and other relevant Council strategies

## **13. Risks and Mitigation**

A more detailed risk register will be developed as the Strategy evolves. Currently the key risks are as follows:

13.1 Time slippage

The commissioning of additional support will help to address internal capacity issues. The Embassy for Reimagining Rotherham will play an active role in designing and delivering the consultation programme and launch.

13.2 No buy-in from partners and stakeholders

This will be mitigated by the representatives of the Cultural Partnership Board and the consultation arrangements. The Strategy is being co-created to encourage and facilitate involvement of partners.

13.3 Over-ambitious strategy with insufficient resources for delivery

Strategy will be underpinned by an investment plan to ensure that resources are available to deliver key projects. Colleagues in Finance will form part of the Officer Working Group.

13.4 Under ambitious strategy

An under-ambitious strategy will neither inspire the public and key partners nor is it likely to attract the resources required to deliver it. A

vision and game-changing projects which are distinctive, eye-catching, transformative and imaginative are essential to create a compelling case for investment and to embed future resilience.

**14. Accountable Officer(s)**

Polly Hamilton, Assistant Director, Culture, Sport and Tourism  
Damien Wilson Strategic Director, Regeneration and Environment

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